

The secrets of a successful collaboration

## A small robotic future

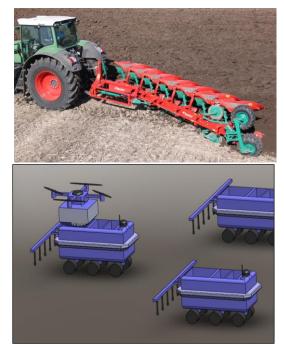
Increased resolution = improved PF = margin gain?

Reduced compaction (tackle cause) = increase yield?

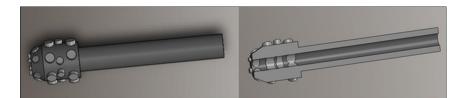
Robots operate in "swarms" = same area covered

Swarm requires management = job retained

Small vehicles are intrinsically safer



1875 ton/ha to 11.27 ton/ha



Over a 150 times reduction in soil movement

#### Energy implication???





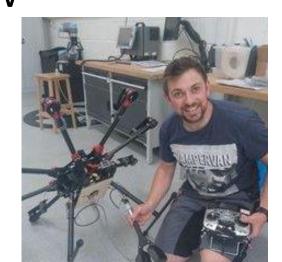


## A different point of view











Open

Source



## Frustration with progress







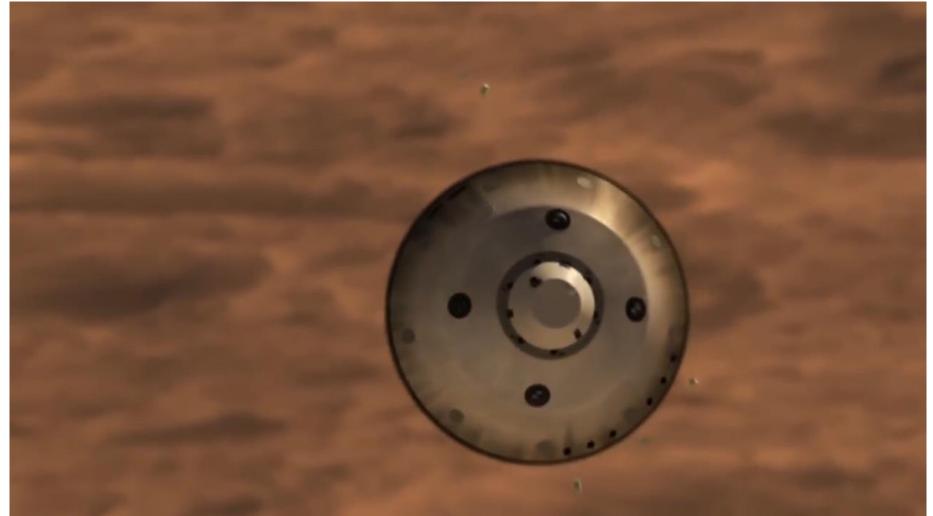




### Inspiration

#### NASA Curiosity Rover

Sourced: YouTube







## Hands Free Hectare – the idea

### **Project outline**

"Automated machines growing the first arable crop remotely, without operators in the driving seats or agronomists on the ground"

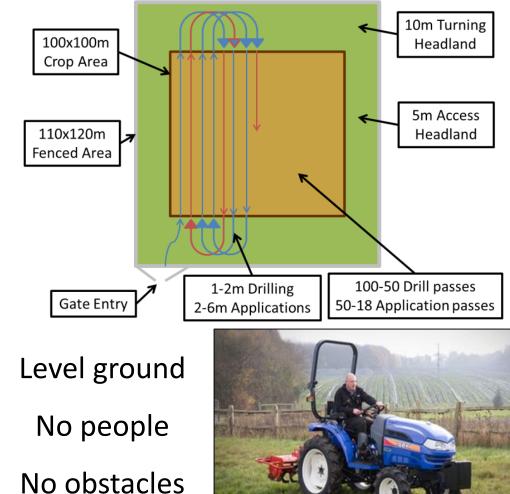
#### **Project objective**

- 1. World first automated field growing cycle: drilling, husbandry/agronomy and harvest
- 2. Challenge perception of automation capability and inspire through media coverage
- 3. Utilising machinery and technologies that are available and affordable **not** bespoke and expensive:

Commercial compact Ag machinery "Open source" automation

4. 1 year project.... One chance - KISS!!







## Clive Blacker – Precision Decisions

Practical background – Seeing is believing

There is no such thing as a DAFT idea - "you don't learn until you try"

We have to challenge thinking different is not always wrong

You have to support and develop the next generation

Complementary expertise: Specialist solutions to improve farming performance.

#### Appreciates the DeRisking that Innovate offers

For the business its also the opportunity to bring in new skills and upskill existing Staff in new and emerging areas.







Martin Abell

### Leverage commercial relationships









**PEPPERL+FUCHS** 





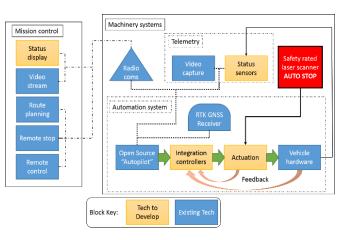


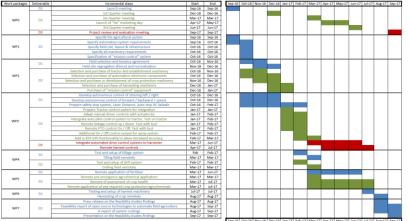




# Hands Free Hectare – FUNDED WHY did they back us: Innovate UK

- 1. Strong Collaboration
- 2. World First
- 3. Value £200k
- 4. Clear plan















## Hands Free Hectare – collaborate successfully

- 1. Integrated autonomous working Skunkworks
- 2. Weekly progress and planning meeting
- 3. Time and reputation pressure



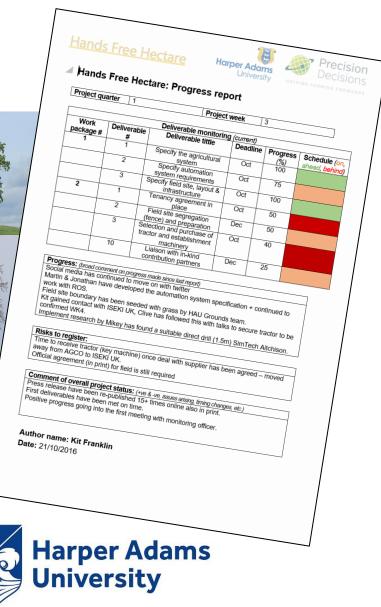




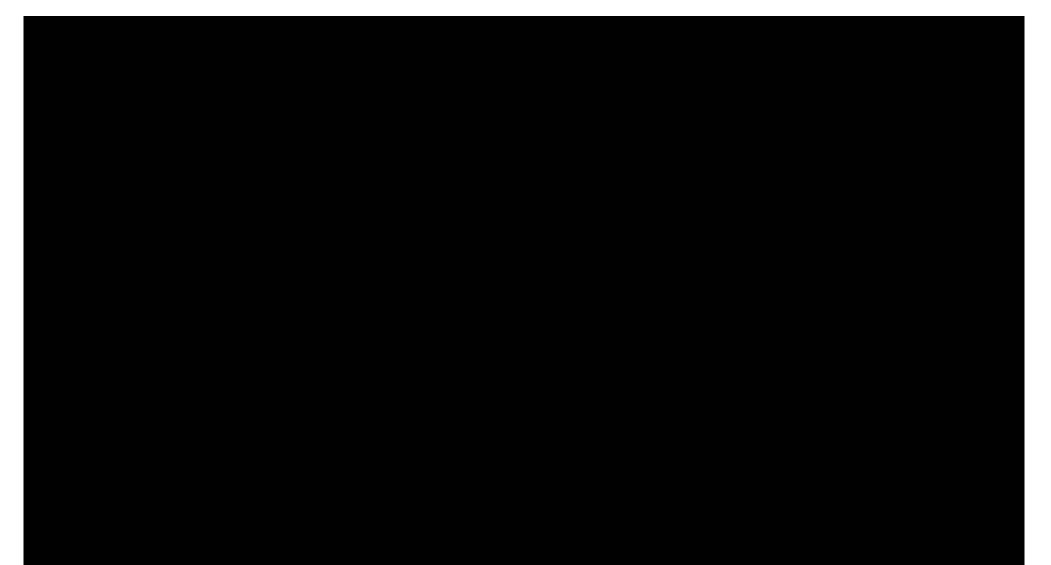








### Hands free hectare - video



## Outwood communication

- Regular press releases
- Regular multi planform social media updates
- Formal-ish press days with real work
- Mixed media wide audience
- Take over GOOGLE!! **Press release 1** 17/11/2016 0 Comments Field to be farmed exclusively by robots -

#### a world-first

In a world-first, members of Harper Adams University engineering staff, supported and led by precision farming specialist Precision Decisions Ltd, are attempting to grow and harvest a hectare of cereal crops; all without stepping a foot into the field.

The project entitled 'Hands Free Hectare' has recently got underway, with the team having to create their first autonomous farming machinery, ready for drilling a spring crop in March.









## Keep evolving and telling the story

#### What to do with 4.5 tons of Barley... BEER? Gin

		Results	Sample	Threshold	% of Threshold
Nitrogen	%w/w	2.27	22700	19000	119
N /S Ratio			15.5	17	91
Phosphorus	%w/w		4074	3500	116
Potassium	%w/w		4811	3800	127
Calcium	%w/w		956	300	319
Magnesium	%w/w		1356	800	170
Sulphur	mg/kg		1463	1100	133
Manganese	mg/kg		14.5	20	73
Copper	mg/kg		4.7	2.5	188
Zinc	mg/kg		28.7	20	144
Iron	mg/kg		70.7	No guidelines	
Boron	mg/kg		3.7	No guidelines	



















### Impact – political





tal HandsFreeHectare Retweeted
Kenna Murdoch @KennaEMurdoch · Feb 28
Closing address from HRH The Princess Royal at #TheCityFoodLecture with a mention of @FreeHectare @HarperAdamsUni



♀ 13 ♡ 10 ☑





Department for Environment Food & Rural Affairs Health and Harmony: the future for food, farming and the environment in a Green Brexit

Case study: Harper Adams University

The Agricultural Engineering Innovation Centre and the National Centre for Precision Farming at Shropshire's Harper Adams University conduct research and provide support to improve our understanding of precision farming methods.

In September 2017, Harper Adams researchers, working with Yorkshire-based Small Medium Enterprise (SME), Precision Decisions and other industry sponsors, completed a world first. They had successfully grown a crop of barley using only autonomous vehicles and drones and without a human setting foot in the field.

The "Hands Free Hectare" project was a major step in revolutionising how we feed the world whilst helping to protect the environment. To limit damage to the soil for future harvests, and increase efficiency, the team employed a small modified tractor and combine equipped with cameras, sensors and GPS systems. Drones monitored the field, while a robot "scout" collected plant samples for inspection. This research has attracted world-wide interest in UK innovation in agricultural practice, prompting international partners to work with the team and resulting in news coverage in over 80 countries to rate.



Harper Adams University



Precision

Decisions

## Impact – Conferences & Awards

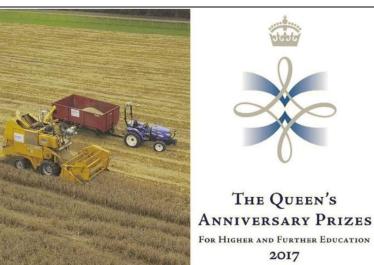






THE QUEEN'S

2017







FIOIOD & FARMING AWARDS

### **IAgrE Awards Recognising Excellence**



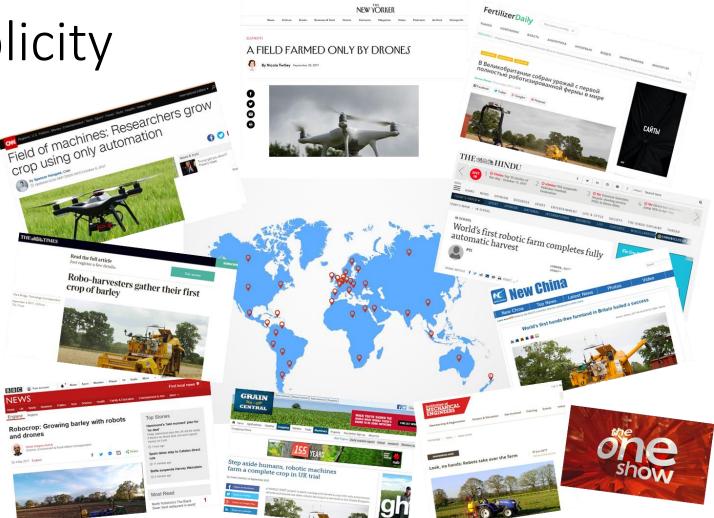






## Impact – "good" publicity

- Twitter
  - 2,641 Followers Permanent Secretary of Defra
- Facebook
  - 1259 Followers
  - Posts reaching 40,000
- YouTube
  - 335 Subscribers 78,000 Views



### Publications across 85+ Countries







## Conclusions

Small team & budget innovation is possible

- "Skunkworks" model SMEs & Corporates
- Collaboration
- Utilising technologies from other industry
- Harness the PASSION of the like minded







## For future updates and developments



@freehectare

**Hands Free Hectare** 





HandsFree Hectare

www.handsfreehectare.com



worms.drones.hours









